

Delaware Division of the Arts

Delaware State Arts Council Meeting Minutes
June 17, 2015
10 a.m. to 2 p.m.
Buena Vista Conference Center, New Castle, DE

Attending: Council: Lise Monty (Chair), Tina Betz, Lori Crawford, Rick Givens, Margaret Johnson, Heather Morrissey, Jon Newsom, Cheryle Pringle, John Sarro, Catherine Walls, Mack Wathen

Staff: Paul Weagraff, Kristin Pleasanton, Sheila Ross, Roxanne Stanulis, Katie West, Gwen Henderson, Dana Wise

Absent: Lou Braithwaite, Joann Browning, Robert Fitzgerald, Ralph Kuebler, Carol Rothschild

The meeting was called to order at 10:00 a.m.

Motion and second to approve the minutes from the March 24, 2015 Council meeting – All in favor.

Chair's Report – Lise Monty

Thanks to members that have remained on the council until we can get approval for new members from Governor's office. Mack Wathen will no longer be able to be our ARTCO representative as of July 1st because he's due to rotate off of the council. Tina Betz has agreed to take over as our representative and we have to vote.

Motion and second to approve Tina Betz as ARTCO Representative – All in favor.

Director's Report – Paul Weagraff

Funding Projections for FY2016

The Division of the Arts will receive a \$4,400 (<1%) increase from the NEA in FY15, up from \$664,600 to \$669,000.

State funding for FY2015, as of June 17, 2014, is projected to be 1% less in General Funds dollars (~\$5,000 from grant line). All funding proposals discussed today may be impacted by changes in the remaining days of the legislative session.

Strategic Planning

The Division of the Arts staff met in a half-day retreat to begin looking at the new strategic plan as a whole, and will meet again this next week to map out some specific objectives and activities for an FY2016 work plan, based on what we've identified as short-term priorities.

Katie West is working with designers to create a limited edition print version of the strategic plan, for distribution to key stakeholders. An electronic version for broader dissemination will accompany the print version.

Federal Reporting Requirements

Beginning this fiscal year, the National Endowment for the Arts has been mandated by the federal Office of Management and Budget to collect additional information from its grantees and subgrantees. We have received a grant from the NEA to update our final report forms for our grantees to collect the additional information, and our goal is to incorporate final reports into our eGrant system, so that final reports will be submitted electronically, thereby completing our transition to online grants and reports.

The primary focus on new reporting requirements is to better identify the geographic reach of state and federal funding by reporting locations of actual program services, rather than locations of the service providers.

Support for Artists

Fellowship applications are now available online, with a deadline of August 3rd. We have implemented a three-year waiting period, as discussed at the March Council meeting. In response to concerns about altering the parameters or restrictions for the folk arts category, we have edited the language of the folk arts category for clarity, but have not changed the guidelines. We will continue to review entries on a case-by-case basis.

The Lewes Creative Writers Conference will include a Friday night evening of readings on August 21st from 5:30 to 8 p.m. at the Lewes Public Library, presenting our Literary Fellowship recipients.

The Division of the Arts is working with the Biggs Museum to underwrite portfolio photography sessions for DE artists. This will support artists' efforts to add digital representations of their work to their portfolios.

Economic Impact Study

The Division of the Arts has committed to participate in Arts & Economic Activity V in FY2016, to update the data we have on the economic impact of the arts in Delaware. The last study was conducted in FY2011, in the wake of the Great Recession. The Division hopes to recruit the assistance of the Delaware Arts Alliance, volunteers, and interns.

Marketing

In response to the strategic planning process and findings, Roxanne Stanulis and Katie West have been proactive in exploring a wide array of alternative/expanded marketing options, including billboards, geo-fencing, and mobile advertising (VideoPlus). We will be reviewing a proposed marketing budget and available resources in the new fiscal year to see what we can begin to phase into our marketing efforts.

Division support for *Art Strolls*, an online publication featuring Delaware art galleries and venues, leveraged funding from DEDO and county tourism offices. We have new 'What's On'

We are now providing on a weekly basis, to Kent County Tourism and a Southern Delaware Tourism office through an email-type data feed, our DEScene arts calendar information for their respective counties which they are integrating into all of their communities. Also, Katie has been representing us on the advisory committee of the InWilmington marketing campaign and we're in the process of trying to figure out how to feed the InWilmington calendar in a similar fashion. This is all a part of the original design of DEScene.com and is also consistent with what we heard in the strategic planning process where arts organizations would like to have fewer places that they have to input calendar information in order to have it disseminated in a variety of venues.

For your calendar

September 16, 2015	Quarterly State Arts Council Meeting, 10 a.m. to Noon., Location TBD
September 26, 2015	IAF Reception – Biggs Museum, Dover; 11am – 1pm. Show runs July 3 rd through September 27 th .
October 26, 2015	Biennial Arts Summit at Dover Downs Hotel and Casino
December 16, 2015	Quarterly State Arts Council Meeting, 10 a.m. to Noon, Location TBD

Funding Allocations/Considerations

This year the Division had three days of panel reviews for GOS full applications, Project Support, Education Resource and Arts Stabilization Fund. Small GOS organizations, organizations filing interim reports and StartUp organization applications were reviewed in-house. Council was provided with spreadsheets explaining funding scenarios.

- Total of 61 General Operating Support organizations
 - o 17 Full Applications (reviewed by panel)
 - 15 Arts Trust Fund
 - 2 regular GOS
 - Brandywine Friends of Old Time Music (new)
 - DE Children's Theatre (didn't apply last year)
 - o 5 Small GOS (reviewed in-house)
 - o 39 Interim Reports
- Total of 29 Project Support applications
 - o 18 reviewed by panel
 - o 11 reviewed in-house
- 10 Art Stabilization Fund applications
- 15 Education Resource applications
- 6 StartUp applications

Grants not discussed today: *Artist Residencies* – they come up during the course of the year; *Artist Opportunities* – small grants awarded throughout the course of the year; *Community-Based Opportunity Grants* – small grants awarded throughout the course of the year.

Approval Process for All Grant Categories

The Director presented a spreadsheet of funding recommendations, based upon panel scores, their follow-up discussion, and available funds in each category. Council discussion ensued, as it related to that specific grant category. For voting, any application that represented a conflict for a Council member was voted on first, with that council member (or members) recusing him/herself. The remaining slate of applications was then voted on as a whole.

Conflicts of interest in reviewing funding recommendations were confirmed:

- John Sarro – University of DE
- Jon Newsom – Rehoboth Art League (RAL)
- Cathy Walls - Millsboro Art League and Mispillion Art League, Downtown Milford Inc.
- Mack Wathen – University of DE
- Heather Morrissey – DE Art Museum

Project Support (PS) Grants Approval

The PS panel recommended funding all project applications at a decreasing percentage of request; do not fund below score of 2.5; higher ranked applications received higher percentage of request and/or modest increase over past year; smaller projects/requests receive higher percentage of total request, since dollar amount is less.

Motion and second to approve the two UD funding proposals – All in favor – Abstained {John Sarro, Mack Wathen}

Motion and second to approve funding recommendations for all other PS applications – All in favor

Arts Stabilization Fund (ASF) Grants Approval

ASF is funded outside of the DDOA budget by money drawn from the ARTCO fund annually, which is the endowment Delaware Community Foundation manages for capital facilities-related expenses. There are eight organizations that can't apply for ASF through DDOA because they are members and receive direct funding from ARTCO.

The ASF panel recommended funding all organizations that scored above 3.0 ("Meets expectations") or higher, with top applicant receiving 100% (safety and structural issues were ranked higher by the panel); and to ask Dover Art League to select the most urgent capital issue to apply the funding toward.

Motion and second to approve funding recommendations for all ASF applications – All in favor

Education Resource (EDR) Grants Approval

The panel recommended funding all organizations scoring above 3.0. The lowest score was 3.35, therefore all will be funded; applicants receive decreasing percentage of request based on ranking, comments, and available funds. DDOA allocated more money to EDR this year based on the Strategic Plan development.

Motion and second to approve all EDR applications – All in favor.

Mezzanine Gallery Panel Review and Presentation – Roxanne Stanulis

The Division sponsors exhibits 11 months of the year in the Mezzanine Gallery (no exhibit in January). The exhibits are one-person shows, all Delaware artists. The artists get to exhibit by being a fellowship winner by being chosen by the gallery panel that meets once a year. Usually the fellowship winners choose to have exhibitions during the months of September thru December and sometimes into February. The rest of the year is filled with visual images registry winners. All of the artists in the Division's visual images registry are reviewed and ranked by the gallery panel. We reviewed 36 artists and had 8 exhibition slots to fill. Today's presentation includes images of the top eleven (2 tied) visual artist registry winners picked by the gallery panel.

The fellowship application has been changed. In lieu of a "digital images registry," we've put in a yes/no question as to whether they want to be considered for the mezzanine gallery show. We're going to looking into renaming the Digital Images Registry application the 'Mezzanine Gallery Application' for other artists to be considered for the gallery panel.

"Meet the Artist" videos - each month we go out to the artists' home or studio and film them for a 2-minute video talking about their work and their show. We have a YouTube playlist with about 50 artists currently.

The Mezzanine Gallery schedule is set for next year:

- September – Troy Richards, Wilmington
- February – Aaron Hoffer, Dover
- March – Susan Benarcik, Wilmington
- April – Terence Roberts, Wilmington
- May – Yaprak Soysal, Bear
- June – Joe del Tufo, Wilmington
- July – Mark Houlday, Milton
- August – Su Knoll Horty, Wilmington

StartUp Grants Approval

All organizations are required to go through the StartUp program with Delaware Alliance for Nonprofit Advancement (DANA) before applying for General Operating Support. DANA provides professional development and self-assessment of the boards, then develops customized training for the organizations' board members on topics of financial management, board governance, and marketing. There are currently 3 organizations in StartUp for which we are providing stop-gap funding because they were started on a calendar year, Jan. thru Dec. We're

going to offer them intermediary funding for their programmatic expenses and then they'll be brought into the cycle with the rest of the organizations. The new organizations will fall in line with our GOS application cycles.

There were 6 organizations that applied this year. We had a small in-house group meet to review the new applications and Terry Plummer evaluated the new StartUp applications before she left. The recommendation is for the top four to be entered in to work with DANA. The two that scored considerably lower were not approved and will have to reapply as StartUps next year.

Motion and second to approve funding recommendations for the top four StartUp applications – All in favor.

LUNCH

General Operating Support (GOS) Grants Approval

We had one panel review for GOS year. About one third of the organizations submitted full applications which were reviewed by the panel, with the exception of very small ones which were reviewed in-house. Two thirds submitted interim reports which were reviewed in-house.

Council was provided with a spreadsheet explaining the breakdown of grant funding scenarios. In calculating grant awards, the Division staff took a 3-year rolling average of reported expenses, in order to mitigate wider swings of grant awards from one year to the next.

- **Arts Trust Fund** (15 organizations with the largest budgets)
 - Conflicts
 - Heather Morrissey – DE Art Museum
 - Jon Newsom – Rehoboth Art League
 - Cathy Walls – Mispillion Art League, Millsboro Art League

Motion and second to move forward with option 2 (blue columns on spreadsheet). This scenario incorporates last year's rolling average as a factor in the calculations in order to mitigate even further grant fluctuations. – All in favor.

Motion and second to approve funding recommendation for DE Art Museum – All in favor – Abstained {Heather Morrissey}

Motion and second to approve funding recommendation for Rehoboth Art League – All in favor – Abstained {Jon Newsom}

Motion and second to approve funding recommendation for Mispillion & Millsboro Art Leagues – All in favor – Abstained {Cathy Walls}

Motion and second to approve funding recommendations for all remaining organizations – All in favor.

Motion and second to adjust General Operating Support, if necessary based on budget approval – All in favor.

Paul asked that council members do not discuss any decisions until we notify grantees of their awards.

Old Business - None

New Business - None

Motion and second to adjourn meeting at 2pm- All in favor.